



*Jessica Caver Lindholm presents*

# *Freedom School*

Make Money, Doing Work You Love, From Anywhere.



## *Module 2*

# *Reclaim Your Freedom*

## **Welcome to Module 2 of Freedom School!**

Now that you have a healthier and happier relationship both with your mindset and money, it's time to move forward with setting up the main systems and structures to support you in your business so that you can start to build your community and connect with ideal clients.

In this module we'll be covering:

- Systems and Structures for Consistent Income
- The Website Layout that Attracts Clients
- Opt-in Offers to Grow Your List While You Sleep
- The Schedule I Swear by to Get Out of Overwhelm for Good

As in all areas of life, there's a place for both the masculine and feminine. What I often notice with women entrepreneurs is that we can get pulled into the masculine tasks, pushing to try to make something happen with our business.

There's definitely a time and space for the masculine piece, but when it's not balanced with more feminine actions as well we can become depleted, burned out and just exhausted.

So as we move forward to more of the masculine list-building tools you'll use in your business, don't forget Module 1 and all of the more feminine practices you've learned around using your words, thoughts and beliefs to create your reality.

The mindset work is just as powerful when it comes to sending out a successful newsletter to your list as it is with attracting more wealth into your life. And I've found the greatest results when I've combined the more feminine practices from the previous module with the masculine support pieces you'll learn from this module.

So our focus this week is on starting to set up the masculine structures that will support the feminine side so that your business can continue to grow without you working all the time.

Sound good? Great! Let's dive in.

## ***Systems and Structures for Consistent Income***

There's a lot of ways to build and run a business.

I'm a big fan of keeping everything as simple, streamlined and powerful as possible. Which means I'm not going to walk you through every form of marketing but only the systems I currently use to support and grow my business.

I saw my business consistently book up with clients and grow only using an email system and free Facebook advertising during the first year and a half.

FB ads are a great tool I now use, but I feel they can be an expensive distraction and aren't necessary in the beginning of growing a business, so we will be skipping them for now.

Here are what I consider the non-negotiables:

- Email System
- Facebook
- A Way to Take Coaching Calls
- Payment System
- Contract
- Landing Page or Website

And you could have a basic version of all of those up within a week, tops. Which is why if your main goal is to start making money as a coach ASAP, I don't have a lot of patience for spinning around and building the perfect website over the span of several months or more.

I find that when we get caught up making our websites “perfect” it usually has more to do with a fear of being visible or a need to be perfect. Just remember, progress not perfection.

I sold my first 5K package with a pretty rough version of my current website and no professional photos.

How?

Because my client loved my opt-in offer that she signed up for and the information I was sending to my list.

And remember - everyone, no matter how successful, started somewhere.

You can have all these other pieces up, be growing your list, being visible on Facebook and ready to start connecting with potential clients while you’re finishing setting your website up.

So let’s get started!

## **Email System**

This guy is the bread and butter of your business.

You’ve probably heard some say that “the money is in your list” ...and it’s pretty true.

It’s not the sole way you’re going to connect with clients, but when you’re selling premium packages or someone’s considering working with you one-on-one, they’ll typically want to get to know you.

And one of the best ways for your audience to get to know you is through your emails: newsletters and solo-mailers.

We'll be going deeper into these in an upcoming module so you'll have a better idea of what to include in each type of email, how often to mail and how to sell from these emails.

But, for right now your main focus is going to be on growing your list and starting to have consistent contact with them.

Which means:

1. Signing up for an email system if you don't have one already
2. Getting familiar with this system so you can start regularly sending emails
3. Learn how to create an opt-in form so you can start collecting emails

## **Action Step #1**

**Choose an email system that you'll be using for your business and list it below. I currently use Infusionsoft but happily used Aweber for the first year. Other options include MailChimp, Constant Contact and Ontraport.**

You're going to start by sending out one consistent newsletter every week and will be moving up to one newsletter and 1-2 solo-mailers each week moving forward. Yes, each week.

## **Action Step #2**

**Brainstorm a list of topics for your newsletter that your growing audience would be interested in. It could be helping them overcome their current concern or pain point or educating them on what you do and why you might be the perfect coach for them.**

We'll be going deeper into creating your opt-in offer so that you can start to grow your list later on in this module. But, for now, let's dive into the next system I highly recommend you use in your business.

## Facebook

When I first signed up for Facebook years ago I had no idea that this would become such an important and lucrative tool.

I would dare to say that 80% of my clients come from Facebook. And the maybe 20% or so that don't come from Facebook come from referrals....from people I connected with in some way on Facebook.

So yeah, it's that powerful.

We'll be spending an entire module on how to use Facebook to connect with potential clients, but I want to get you rolling right now if you're still new to using this social media platform for your business.

## Facebook Business Page

This page is mainly for social proof and credibility more than attracting new clients.

However, this is still a great place to share your offerings, opt-in offer and help potential clients get an idea of what you're all about.

## Action Step #1

**Create your FB business page. What are you calling your business page? (Either your name or your business name is great).**

## **Action Step #2**

**When your opt-in offer is ready, create or hire someone to create a header for your FB business page that includes a photo promoting your opt-in offer with some enticing call-to-action like, "click here to sign up".**

## **Action Step #3**

**When you post to your FB business page you can 'pin' these posts to the top. Create a post that promotes your free opt-in offer (when it's finished) and 'pin' it to the top of your FB page.**

## **Posting in Facebook Groups**

Posting in Facebook groups is one of the sole ways that I built my list and connected with potential clients throughout the first year.

There are thousands of groups on Facebook and your goal is to find groups where your ideal clients hang out, be of service, support others and be visible.

So think about your ideal clients, their interests and where they're looking for support.

## **Action Step #1**

**What kind of Facebook groups would your ideal client hang out in? What kind of words resonate with your ideal client? For instance, if she's in corporate she might like groups for 'professional women', or if she's into healthy eating she might like groups focused on 'health', 'weight loss', etc.**

## **Action Step #2**

**Do a search for the key words you think would resonate with your ideal client and make a list of 10 potential FB groups you think she might be hanging out in.**

I recommend finding active groups that aren't just promotional. Look at the style of my [Financially Free Entrepreneur Facebook group](#) that is part supportive, connecting with friends, colleagues and potential clients AND it's also partly a space to share what you have to offer.

### **Action Step #3**

**Choose 3 of the groups from the 10 you listed above to join and interact in and share them here. Introduce yourself to the new Facebook group sharing what you do and why you've connected with them. Then take time every day to offer support, share resources and position yourself as an expert.**

Take some time, even just 5 minutes during the week days, to check into these groups. Give support where you can, answer questions and begin to share your opt-in offer.

Definitely take time, especially in the beginning, to interact much more than only sharing promotions on the work you do.

## Start Your Own Facebook Group

Starting your own Facebook group is a great way to build a community in addition to building a list. It allows you to be the expert in a space, to give support, offer advice, build a great following and get to interact with your community even more than you might get to do with your email list alone.

Some great ways to grow your own Facebook group are to share the group as a resource in an engaging post in other Facebook groups or to promote the group in a solo-mailer to those who are already on your list.

But there's definitely no hurry. The most important pieces right now are getting your email system set up, starting to build a list and providing great value in FB groups where your ideal clients are hanging out.

## Call Systems

There's lots of ways to take client calls, but what has worked best for me is having a Skype account with a Skype ID and a Skype number.

I've purchased a local number from Skype that I use as my business line to keep my personal cell phone separate from my business. I give my clients the option to either call me on my local Skype number or through my Skype ID, whichever is easier for them, as both ring into the same place for me.

## Action Step

**What system will you use to do client coaching calls? Set this piece up so you're ready to start connecting with potential clients.**

## Taking Payments

Just like with call systems, there's lots of ways to take payments as well. What's worked best for me over the first year was simply using PayPal.

I then upgraded to a business level of PayPal which allowed my business manager to run payment info and set up auto-drafts for clients, making the payment system even easier and more streamlined. And I now use a merchant account through Infusionsoft to process payments which has helped automate.

Being able to process your clients' payment information and have payments automatically and easily coming in is a big piece of having the masculine structures set up so you can be in your feminine.

## Action Step

**How will you process client payments? Set this piece up so you're ready to easily receive paying clients ASAP.**

## Your Coaching Agreement

Before you jump into booking clients and taking payments be sure you have a solid coaching agreement set up.

It doesn't matter if you are a new coach or you've been doing this for years. You are a business woman running a successful business and when someone signs up to work with you there is both a sacred agreement between coach and client as well as a legal agreement.

Make sure you have your ducks in a row here.

I currently use Adobe Echosign so that clients can digitally sign their contracts from anywhere with their computer or phone.

And just a side note, Echosign is also secure so your clients can fill out and return their credit card info for you to process, if this is how you choose to do payments.

On the next couple pages I've shared a copy of the coaching agreement that I use with my private clients.

You're welcome to use any part of it that resonates with you but I am not a lawyer and cannot confirm that legally it will work for you as it may depend on which state and country you reside in and the type of coaching you'll be doing.

So I highly recommend running your contract by your own attorney before using it in your business.

**Jessica Caver LLC  
International Coaching & Events  
Contract & Agreement**



**THIS AGREEMENT is made between  
Jessica Caver LLC (Company) and  
(Client) on**

**Terms and Agreements**

In consideration of the mutual covenants set forth in this Agreement, Client and Company hereby agree as follows:

**1. Description of Consultations (“Specifications”).**

Coach agrees to develop the consultations in accordance with Client’s needs using suitable methodologies for a (EXHIBIT B).

**2. Delivery of Work.**

Coach and Client agree upon a package through which consultations, preparation and follow up work (if necessary) are conducted. A date and location are chosen collaboratively and adhered to upon signing the agreement.

**3. Methodology**

Coach will employ a range of methodologies to suit Client’s personal values and style, Client agrees to be open minded and partake in methods proposed. Client understands that Coach has made no guarantees as to the outcome of the coaching sessions as that Coach is not an employment agent, business manager, financial analyst or psychotherapist.

**4. Credit Card Authorization (if applicable).**

Each party hereto acknowledges that Coach will charge the credit card chosen by the client on the dates and for the amounts specified below in EXHIBIT A.

**5. Refund Policy.**

Coach does not offer refunds to ensure that clients are fully committed to the coaching.

**6. Confidentiality.**

Coach has the right to use case studies of Client’s situations and results or Client testimonials in future work but without making reference to Client’s full identity if so requested by Client. Client will always be contacted for approval prior to any case study or testimonial being published.

**7. Good Faith.**

Each party represents and warrants to the other that such party has acted in good faith, and agrees to continue to so act, in the negotiation, execution, delivery, performance,

and any termination of this Agreement.

#### 8. Failed payments.

In the event Client fails to make any of the payments within the time prescribed, Coach has the right to immediately cease all work until payment in full is paid. In addition, a 4% interest fee will be charged for each day that payment is late for a maximum of 30 days. If Client does not commence with payment after 30 days, Coach has the right to terminate coaching agreement and cease all remaining sessions. No refunds of prior payments will be given.

#### 9. Agreement between Coach and Client.

Client agrees to not withhold any information that could prevent the sessions from running fluidly. Client agrees to be open, present and prepared to complete the work as a team together. Client is responsible for own success and implementation of objectives met.

#### 10. No resale of service or intellectual property permitted.

Client agrees not to reproduce, duplicate, copy, sell, trade, resell or exploit for any commercial purposes, any portion of the Service (including course materials & intellectual property), use of the Service, or access to the Service.

#### 11. Medical Disclaimer

Client is aware that Coach does not solve medical issues nor treat disease and is therefore not a replacement for client's Doctor, Therapist or Physician. If Client is presently under any form of psychiatric care, psychological therapy, specialized medical supervision or under the influence of any form of medication, Client is to inform Coach prior to working together.

#### 11B. Limitation of liability

By using Jessica Caver LLC services, Client accepts any and all risks, foreseeable or non-foreseeable, arising from such transactions. All claims against Jessica Caver LLC must be lodged within the State of Colorado within 100 days of the date of the first claim or otherwise be forfeited forever.

Client agrees that Coach will not be held liable for any damages of any kind resulting or arising from including but not limited to; direct, indirect, incidental, special, negligent, consequential, or exemplary damages happening from the use or misuse of the Service.

Client agrees that use of this service is at user's own risk.

## **Signatures**

Each party represents and warrants that, on the date first written above, they are autho-

rized to enter into this Agreement in entirety and duly bind their respective principals by their signature below:

EXECUTED as of the date first written above.

Jessica Caver LLC – International Coaching & Events

Signature: as President of Jessica Caver LLC (Jessica Caver Lindholm)

**Client**

By: \_\_\_\_\_ In Agreement \_\_\_\_\_

Signature: \_\_\_\_\_

**EXHIBIT A  
PAYMENT TERMS**

CREDIT CARD INFORMATION

Billing address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip code \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

3/4 digit security code \_\_\_\_\_

**EXHIBIT B  
PROGRAM TERMS**

## ***The Website Layout that Attracts Clients***

The website.

This word either fills you with excitement or dread.

My goal is to help you keep your website as simple and effective as possible, so we're going to review the overall purpose of your site and how to make it powerful.

Remember, progress not perfection here.

At anytime I could probably sit down and edit my website for an hour. Change some copy, put in new photos, delete old articles, etc.

But, I don't and the site is still doing its job: informing clients of who I am, collecting their emails onto my list and helping them easily sign up for a free discovery session with me or my coaching.

Let's run by those again because I feel they get lost a lot on many entrepreneurial sites.

The purpose of your website is to:

1. Inform clients of who you are and what you do in the clearest way possible
2. Collect their email addresses
3. Help them to easily sign up for a clarity call with you or one of your programs

## **Action Step #1**

**Is your current website (or the one you're planning on building) hitting all three points from above clearly and effectively or is it sending your audience on a wild goose chase to try to figure out who you are and how to get on your list?**

## **Action Step #2**

**Whether you already have a website or you're building one from scratch, make a list of at least 3 websites that you think clearly inform their clients, collect email addresses, and inspire clients to sign up for a free session to help guide you in setting up your own effective website.**

So now that you are totally clear on the purpose of your website, let's go a little deeper around what you want your audience to do when they visit your site so you know which pages and content to create first and which can wait a bit.

As for the basic layout of your website, the most important pages that I would start with are:

- Opt-in Offer Page
- Free Call Page
- About Page
- Sales Page

I'd venture to say that of the three main purposes of your site, collecting email addresses is the most important.

Collecting email addresses will allow you to educate and connect with potential clients and have them possibly sign up for a discovery session with you or purchase your program.

Considering that getting names on your list is the most important part of your website, is it any wonder that you can be running a business with just a landing page and an opt-in offer while you're setting everything else up?

Nope.

So that's one of the most important pieces that we're going to be working on in this module and diving into right now.

## ***Opt-in Offers to Grow Your List While You Sleep***

Whether you have a website up and running or you're just getting started, we want to make sure you have an effective opt-in offer that will work even when you're not and inspire clients to sign up for your list.

Sounds awesome, right?

So to get started, you have to know your ideal clients. What do they value and what would they love access to?

Think about their pain points and where they feel like they need support.

I find that creating an opt-in offer can sometimes seem daunting to clients because of the concern around creating a video series or writing an ebook.

These are both great opt-in offers, but you definitely don't have to start here. And I'd much rather you begin with something easier that you can use almost immediately to build your list rather than take a week or two or more to put together a more complicated opt-in offer. The following sections are ideas for opt-in offers that you can put together right away.

### **Resource Pages**

We often overlook the tools that we have right in front of us that seem so obvious, but are actually really valuable to someone else.

For example, is there a resource page that you could easily put together for your opt-in offer?

If you're a business coach it could be the top tools or tips for a client to get their business set up to start selling their packages.

Or if you're a health coach it could be your favorite resources for staying energized and to naturally balance your weight.

You could sit down in an afternoon and create a resource page on your website and set up the landing page (or hire a VA to do it for you) and be ready to start sharing it on Facebook and growing your list.

## **Live Training Calls**

If you're interested at all in doing a live training call, preview call, webinar, etc., I highly recommend it.

It's one of the fastest ways I grew my list before FB ads, plus a really great way to connect with your audience and new leads and let them know what you're all about.

The recording can be reused so you can promote it both before, as a live call, and afterwards as a free training. I'm a big fan of materials that have at least two uses.

Also, these calls are great to sell from because you've taken the time to connect with your audience and share something valuable. So offering a complimentary discovery session or even promoting one of your programs can be a clear next step for someone who's enjoyed your call.

The first time you do a live call can feel a little daunting, but there's a formula that I follow for live calls that helps make them much easier so all you have to do is fill in your details and follow the script.

There's nothing wrong with reading parts of your calls and working off of a script as long as you leave space to expand on main points and add emotion in so it doesn't feel like you're reading it.

## Here's the formula I use to outline my live calls:

1. Welcome everyone to the call
2. Introduce yourself and explain who you are and your expert status
3. Housekeeping: Settle everyone in and ask them to turn off any distractions  
You can share a quote, prayer, visualization, etc. if it feels on brand for you
4. Share the problems you see your target market having
5. Share your story and how you worked through the problems
6. Transition into your main points
7. Share each of your main points
8. Live testimonials (optional)
9. Brief review of what you've covered
10. What happens if nothing changes for your target market?
11. What do they need for a transformation?
12. Share your offer as a solution to solve their problem
13. Give specific next step instructions such as "sign up now at this url"
14. Open the call up to Q&A's if you'd like
15. Recap the offer and next steps if someone wants to sign up
16. Wrap up the call

Something else you want to do throughout the call is give the audience a reason to stay on until the end.

You could mention that you'll be offering free laser coaching and opening up the call for Q&A at the end or you could have a special offer that you'll be sharing at the end that you hint at.

Give your audience a reason to get on the call live rather than listen to the replay if possible and a reason to stay on until the end of the call. These can typically be the same reason.

## **Ebooks and Challenges**

Both of these opt-in offers are great, but they're going to take a little more time to prepare. Which is why if you're looking to start building your list sooner rather than later, I'd definitely recommend going with a resource page or a live call.

Ebooks are fun if you enjoy writing, but think about the ebooks you've downloaded in the past. Have you actually read them?

Your audience should be able to get a pretty good feel for who you are and your message from skimming your book, because this is probably what they'll do. So, if you decide to write an ebook, I definitely recommend breaking it up into easy-to-review chunks with some headlines, bolding and bullets to make it easiest for your audience to get the gist.

Email Challenges are any type of email sequences that help your audience change a behavior or bring something new into their lives.

One of my first opt-in offers was called '5 Days to Thrive' and it was a 5 day audio series with daily email recommendations to manifest your desires and a 10-15 minute audio.

I've seen great challenges done that are nothing more than 7 days of emails that include a photo, a short bit of inspiring information and instructions, and a call to action to connect with the group on social media in some way.

Once again, these are both great tools, but I wouldn't start with these unless it's been your dream to write an ebook or host a challenge and you know you'll love spending the time putting them together.

## Tools to Create Your Opt-In Page

For the majority of my first year in business I just used the opt-in forms from my email system Aweber and hosted them on my website.

I now use LeadPages because the sign-up forms are much cleaner and you can choose the form template you want to use by which type of opt-in you're offering and how well that template is converting for other users.

The goal of an opt-in page, or any squeeze page, is to give the audience one action to take. You don't want your opt-in page to have multiple links, a navigation bar, side bars or other distractions. Keep them simple.

## Action Step

**Brainstorm some ideas here for your next (or first) opt-in offer. What would clients be excited to sign up for? Do you prefer doing a resource page, live call, ebook, or something else?**

## Layout of Your Opt-In Page

Now that you have some ideas on the type of opt-in offer you'd like to create, let's go over the layout of your Opt-In Page.

The most important parts of your opt-in page is an obvious sign up button above the fold and a catchy title or clear headline. You want your title to provoke curiosity, catch someone's attention and intrigue them.

I've had opt-in pages convert very well that say little more than the title of my ebook with a photo of me and a 'Sign up now!' button. But, the title was catchy enough and it connected with my ideal clients so that's all they needed.

You definitely don't need a long sales page to inspire someone to sign up for your free opt-in offer. Actually, if the page is too long and confusing you might lose them all together.

Think about how quickly everyone is moving on the internet. If they like the title, they like your photo and signing up is easy, they're in.

Your photo is another important piece. Typically, the best photo for conversions is going to be one of you facing your audience, looking them in the eyes and being inviting.

It depends on your brand, but typically you want your photos to be more approachable than editorial. People want to connect with you and get a sense of what you're like from your photos.

After the headline and a great photo you want a strong call-to-action on the sign up buttons like "Claim Your Spot", "Sign Up Now" or "I'm In!".

And you want these buttons to be incredibly easy to find and click. Remember, you only have a couple seconds tops to catch someone's attention and if it's difficult to find your sign-up button, they're out.

Lastly, you can add some bulleted copy to the page to give some teasers or inspire someone to sign up for the offer. But keep it short, concise, and focused on the results and benefits this opt-in offer could provide rather than the features.

### **Action Step #1**

**What will the title of your opt-in offer be?**

### **Action Step #2**

**Will you be hosting the landing page on your website or with a service like LeadPages? Will you be creating it or are you going to hire a VA?**

### **Action Step #3**

**Create your landing page for your new opt-in offer and share it in the Facebook group to get feedback on the headline and layout before you take it live.**

### **Action Step #4**

**Take your opt-in offer LIVE by sharing it in the Facebook groups you joined earlier in this module, where your ideal clients are hanging out.**

Big Congrats!!

Now that you're growing your list, let's head back to make sure the rest of your site is set up and ready to go.

## Free Call Page

Your free call page (can also be called a discovery call, clarity call, etc.) is where a potential client will go to sign up for a free session with you to see if you're a good fit to work together.

This is not a free coaching session.

Let me repeat. This is not a coaching session.

Cool?

Because this is *not a free coaching session*, I personally do not link my 'Free Call' page to my scheduler.

I prefer to have potential clients fill out a form, then I review it to see if we're a good fit to potentially work together and if so, then we set up a time to chat.

My current call request form is a little more in depth than it was for the first year or so of my coaching and you can definitely start with just these questions to get a great idea if someone is a good fit or not.

1. What's your deepest desire for your life (and business, health, relationship, etc)?
2. Where do you feel stuck right now and are looking for support?
3. What are your goals in working with a coach?

With just these three questions I could learn a lot about a potential client and possibly working together.

If I'm not sure someone is a good fit then I'll reach out and ask a few more questions. If they are a good fit, I'll send an email thanking them for their request and including my scheduler link to book their session.

This page can be simple. It explains who these calls are for and how to request the call by either having the form on the page or linking them to the request form.

But these pages are the difference between 10K months and 0K months. So don't overlook the importance of setting one up.

## **About Page**

Your opt-in offer and your About page can really go hand-in-hand, but you do need both.

The purpose of your opt-in offer? Inform your audience and get them on your list.

The purpose of your About page? Inform your audience and get them on your list.

Your About page is one of the most visited pages on your website, so make it work for you!

I highly recommend having an opt-in box on your about page as well as the option to sign up for a free discovery session/clarity call with you.

I've seen About pages done in many ways, but I personally use my About page more as an opportunity to connect with my audience than to share my resume.

I speak directly to my audience by using the word 'You'. I connect with their pain point. I explain how I've overcome a similar situation and how I can support them in doing the same.

And then I share the opportunity to sign up for a clarity call to see if we're a good fit to potentially work together.

I also share a fun and a professional bio of myself, but you by no means need to share both.

Lastly, there are several options to get on my list on my About page. If people feel connected to you but aren't quite ready to sign up for a call to explore working with you, they are probably at least ready to get on your list.

## **Sales Page**

We have a whole module on creating your offerings and another module on copywriting, so we're not going to dive in too deeply right now, but I want to give you a basic overview.

In the beginning, I would keep it simple on your sales page:

- Share the program title
- What's your ideal client's pain point that you can help them with?
- Share some of your story and how you've transformed or overcome a similar pain point
- Benefits and results clients can potentially get from working with you
- Features (how many sessions, is there email support, etc.)
- Investment
- Opportunity to sign up for a free call with you
- Testimonials and repeat the potential benefits and results of your program

Once again, we'll be going much deeper into this in upcoming modules. And there's a specific structure that I use to write my copy and sales pages that I'll be sharing with you soon.

Some of the best advice I can offer is to know your ideal client as much as possible and to use their words and phrases when writing any copy, whether it's your sales page or a newsletter.

## ***The Schedule I Swear by to Get Out of Overwhelm***

Yes, I'm a freedom girl.

So after years of working for myself, getting up when I wanted to and pretty much choosing my schedule as I went, creating a specific schedule was a little daunting. I was afraid it'd feel like putting on handcuffs.

But you know what I wanted even less than having to deal with a schedule?

Having to deal with no money.

So I decided to give it a go.

The schedule I'm sharing here is the schedule I still consistently use, it's a blend between recommendations from several mentors and what I've found to work best for me.

So of course, feel free to tweak it and move things around to suit you best. If you know you love to do your coaching sessions on Mondays instead of Tuesdays, go for it. I just recommend not scheduling your coaching sessions across your entire week on random days.

There's a different mindset that I'm in when I write a newsletter, do a clarity call or have a session with a client. And I find I'm most powerful and most at ease when I separate these instead of putting them back-to-back.

Also, as you know, I'm a big fan of only working 3-4 days a week on my business.

This doesn't mean I don't sometimes have projects that have me working more like 5 days a week, but this isn't my norm.

And of course I sometimes get pulled onto Facebook on a weekend to share a photo or check on my groups, but I also know that I have the option to turn my

cell phone to airplane mode by 5pm or 6pm every day and shut my laptop for consistent 3 day weekends.

So if you're into only working 3-4 days a week as well, I HIGHLY recommend trying out this schedule.

## **Monday**

Monday's are one of my favorite days of the week.

My focus on Monday is to:

- Review my schedule for the week and make sure my team is on the same page
- Write and schedule my newsletter and solo-mailers for the week
- Respond to any emails that have come in over the weekend
- Spend some time on Facebook interacting and marketing
- Receive coaching and support myself from my coach or mastermind

I typically do not take any business calls on Mondays. This day is more about getting centered to have a great week.

It's a sacred day for me to start my week off with great energy. I spend more time in meditation and visualization, possibly even taking mini breaks for each during the day if need be.

I may also take some mini yoga breaks as well and take my pups for a walk over lunch or in the evenings while listening to a training call or wealth-consciousness books.

I typically receive coaching or connect with my mastermind group to keep me in alignment as well.

There's definitely a focus on self-care but I'm also creating a specific plan for my week, and weeks to come, that keeps me on track. I'm marketing on Facebook

and creating a newsletter to provide value to my list and possibly inspire them to take action on something (like signing up for a clarity call).

## **Tuesday**

Tuesdays have always been my coaching days and this is still the main focus of this day.

If I don't do much marketing or other work on this day, that's totally fine.

I typically wrap up my day by about 3 or 4pm and spend the evening with the focus more on self care like getting a massage or having a nice dinner with my husband. This self care piece is really important when you're doing a lot of coaching to support both you and your clients.

In the beginning I would do up to 8 coaching sessions on Tuesdays. But I've found that I do best coaching about 4 sessions on Tuesday mornings and 4 on Wednesday mornings as well.

This allows me to take the best care of myself and be of best service to my clients.

Between coaching sessions I usually do a little stretching, move around a bit or clear my mind and ask for guidance, and possibly answer a couple emails.

## **Wednesday**

Wednesdays have become my second day of coaching which usually wraps up by two. I then spend my afternoons working on any current projects, responding to client emails and marketing/interacting on Facebook.

Monday through Wednesdays are definitely my busiest days. I prefer to have my schedule a little fuller on these three days so that Thursday is a little more relaxed and my weekends have complete flexibility to travel and be outside.

## **Thursday**

Thursdays are the days I use for rollover and wrapping up.

I'll often host clarity calls on Thursday mornings if I'm booking new clients. I'll wrap up any projects for the week, respond to emails, and do some Facebook marketing and interaction.

My goal is to typically have all calls and main projects scheduled before noon if possible so that I can wrap up my work week by early afternoon on Thursdays.

## **Friday**

I have a pretty strict policy that Fridays are not work days.

Unless I have a big project going on and it feels more spacious to have an extra day, I typically think of Fridays as my nature days. This is my time to go snowboarding, hiking, take long walks, or surfing/paddle-boarding if I'm near the ocean.

I also often block off time on Fridays to study and receive training around being a masterful coach and having a successful coaching business. This is a space for me to be supported and continuously learn.

## **Saturday and Sunday**

My intention is to give myself two days away from work and my business each week. This keeps the work fresh and fun instead of feeling like it's always there or there's always more to do.

I often travel on the weekends to the mountains, day trips with my husband or to visit my family. This is time to do the other things I love in life and I believe it's important to give yourself a minimum of one day completely off a week and I find 2-3 days works best for me.

Even though I consider myself not working, I will still share photos sometimes on Facebook or inspirational messages and quotes if I feel inspired. But these posts feel fun to me, only take a couple of minutes, and feel more like connecting with my community rather than doing work.

And I find sharing photos and messages when I'm inspired or when I'm traveling to be one of my greatest marketing tools...and easiest.

## **Action Step**

**What would your ideal schedule look like? If you're currently at a day job or part-time job that you're planning on resigning from, then write one schedule that includes both your current job and your coaching business and one schedule that is just your coaching business.**

## Schedule Wrap-Up

As you can see, my schedule is very streamlined. My main focuses are:

- Newsletters and solo-mailers
- Marketing and interacting on Facebook
- Coaching sessions
- Clarity Calls/Discovery Sessions
- Emails

There are going to be times when you're working on a project or doing a launch that your schedule may be a little busier than normal. Just don't let this become your norm.

Carve out your freedom and start to value the importance of free time and being in joy as much as working on your business.

I've consistently found that after working the first 3-4 days of the week, when I take time for myself on Fridays to be in nature and be in joy, I'm often met with some sort of good business news when I regain cell service. Either someone has requested a clarity call, signed up for a program or an unexpected opportunity has come my way.

I believe that being in your joy is just as strong of a business tool as working on your business, so don't skip out on either.

I also want to point out the amount of self work that I do. I could easily run my business in 3 days a week if it weren't for the trainings, coaching and high-level masterminds that I'm involved in on Mondays and either Thursdays or Fridays.

I have kept myself in consistent high-level support since the start of my business and have no intention of stopping anytime soon because I desire to master my craft. I desire to be the best coach and business woman that I can and to be of service to as many people as possible.

It is never about “can I afford it” (as you know how I feel about that word). Having high-level support is a non-negotiable for me.

I’m also not saying that you need to be spending 4-6 hrs a week receiving your own training and support; however, I found it to be very important in the first year of my business to have consistent support in order to shift my mindset, master business systems and structures and move as quickly as possible into being a successful coach.

I know the importance of being surrounded by women entrepreneurs who are at the same level or at least a couple steps ahead of me and working in the way and earning at the level that I, too, desire.

So whether you’re in courses, group programs, private coaching or making it a non-negotiable to listen to great training calls and reading your wealth consciousness books, this is a required piece of your business.

## **Wrapping Up**

There you have it!

These are the top systems and structures that I do not go without in my business and highly recommend streamlining in your own business to make it as effective as possible.

I often see entrepreneurs getting caught up trying to implement too many pieces in the beginning, signing up for every social media platform and stretching themselves too thin.

Get the basics mentioned in this module set up first. Master these and you will be earning enough to hire someone else to figure out the other pieces of your business for you.

I ran my business totally on my own for the first 6 months: Scheduling clients by email, creating and updating my website, sending PayPal invoices, creating all my graphics in Canva, recording my first opt-in with just the mic on my laptop.

Remember, progress not perfection. Don't wait until you have everything set up perfectly. Take action now, move forward now.

I bootstrapped my business to get it off the ground, which worked for me. I learned how to use all the systems and do the marketing myself. But the one piece I would have changed is getting support even sooner.

If there's a certain area of technology or a system or structure that is taking you forever to get set up, look into hiring a VA or someone who's an expert in that area.

Think about the business you desire to have and the woman you desire to be. How would she act in each of these situations? What would she do herself and what would she delegate?

Step into the role of this woman - the woman who has a successful business, who easily earns 5K, 10K or more a month. Make decisions as that woman, enjoy life as her.

She is you, she's the you who's ready to step forward and claim the life and business you desire.

And now is your time.

**To Living Free!**

*Jessica*